

## Great Shopping Experience™

Reception is a determining criteria in gaining customer loyalty.  
Our solutions enable you to increase your revenue,  
to never miss a sale because of waiting time,  
to make your team's work easier, to analyse your business,  
to provide freedom to your customer and to offer new services.

**Transform customer experience ...**

# Reception solutions

simple and innovative

- ▶ Waiting becomes privileged purchasing time
- ▶ Be sure that your customers find the right sales consultant
- ▶ Encourage customer loyalty through quality of service
- ▶ Plan your teams
- ▶ Reduce perceived and actual waiting time
- ▶ Avoid the "other queue is quicker" syndrome
- ▶ Project a modern image



## Stores

Transform waiting into sales

Each time a customer comes into your store is an opportunity to speak to her/him; do not waste it. Your customers needing to see a sales advisor are identified and welcomed. They make full use of the sales space while waiting to be received. Waiting time is thus transformed into premium purchasing time.



## In-store advice

Finding the right salesperson at the right time

Often customers do not know where to find the salesperson who can answer their need. Our solutions guarantee you fast contact. Our management tools allow you to monitor your sales team's activities, to be warned in the event of a long wait or particular request.



## Sales advice

Encouraging purchasing

Some sales (kitchen, household appliances, sports, etc.) require long interviews with the sales consultant. In this case, waiting is often an halt on purchasing. Our solutions allow you to increase your transformation rate.



## After Sales Service

Improving customer reception

Providing improved reception to your customers who are often stressed when contacting After Sales, our solutions allow you to reassure them while making their wait active.

**Testimonial** " Surveys in shops where a system has been installed show a considerable increase in customer satisfaction. The installation of the systems in our shops is a win-win situation for both parties and certainly something to recommend to other businesses. »

Monique MOERMAN, Sales Performance & Coaching Manager, Belgacom

**Testimonial** "What I really appreciated in our relationship was the ability of ESII to adapt to our constraints, the responsiveness of teams in proposing relevant solutions, and their in-depth knowledge of visitor reception issues."

*Frédéric BISCARRAT, FNAC Project Leader*



## Cutting of materials

*Make your service profitable*

Increase your direct sales by letting customers take full advantage of your retail space while their materials are being cut to size. A fully informed customer is reassured and no longer needs to wait fruitlessly or make back and forth trips with no value-added.

## Purchases collection

*Facilitate customer information*

Your customers are identified, they follow their order progress and can be in priority according to your organization. Meanwhile, they can enjoy your sales area. The eTrack™ solution allows you to manage purchases pick-up in shop and increase customer satisfaction.

Purchases collection			
Order Number	Order status	Available in	
C-101	To be picked-up at counter A	—	 Redecorate your TV room 10% off on the <1000€ sofas range
C-150	Calling at counter C	—	
C-104	In progress	< 5 min	
C-105	In progress	< 7 min	
C-151	Calling at counter D	—	



## Deli counters

*Optimize your business*

You facilitate your customers shop journey and you create impulse buying feeling. Our innovative solutions optimize customer traffic, inform on the waiting conditions, manage dynamic communication and help you generate additional sales. You can also manage staff back-up in real time and analyze your business..

## For all other areas of the store

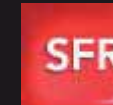
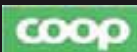
*Maximize your services*

We have also solutions to improve check-out counters management, to make your corners more dynamic, to give the best image possible for your main reception, to encourage loyalty for your clients using the financing desk.

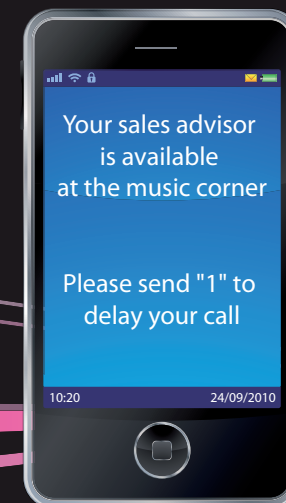


Among those who trust us

NESPRESSO

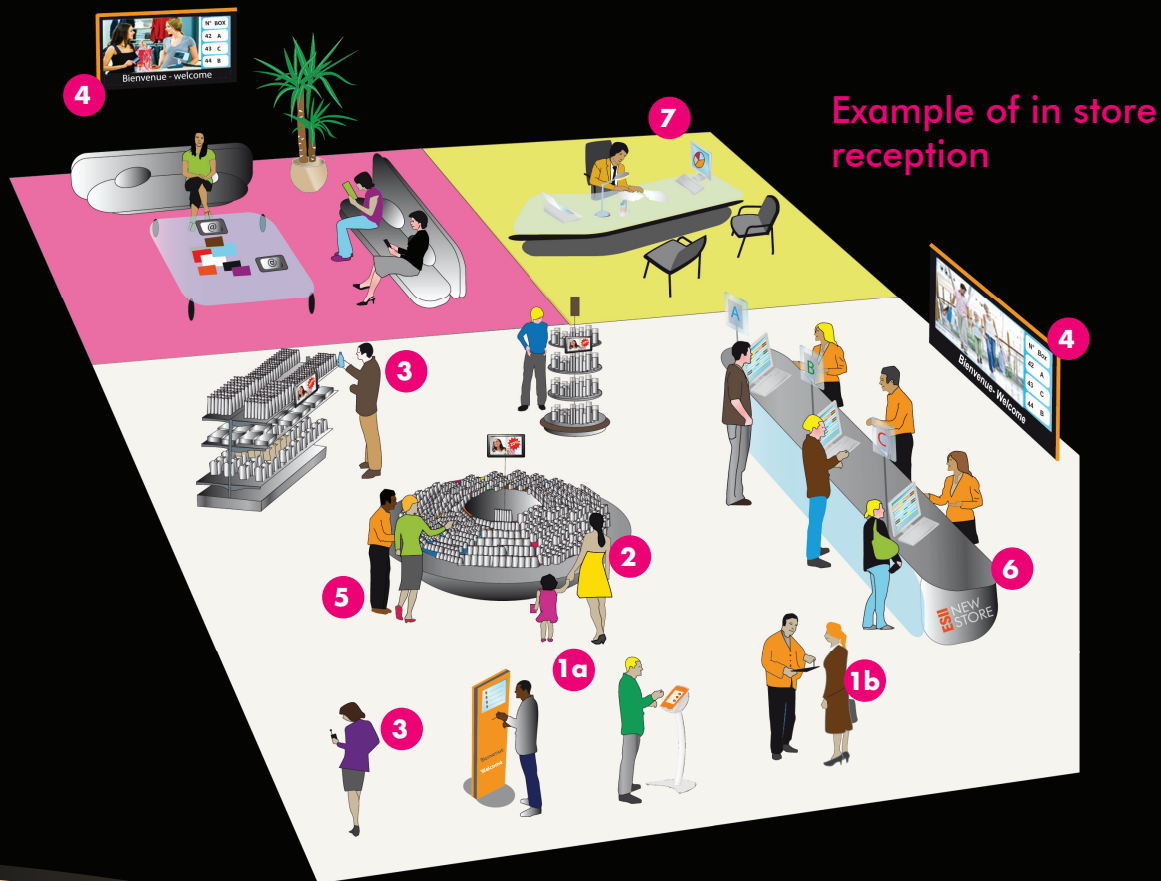


IKEA



Example of a mobile reception application





## Example of in store reception

- 1 a - Self service reception:** Your customers select their request and are then directed to the corresponding salesperson. Your sales staff are informed of the customer's need and can respond more accurately.
- b -** Check-in can also be carried out by a member of staff using mobile equipment.
- 2 A more relaxed wait:** Your customers are free to benefit from the sales area and make their purchases. They know that the system has checked them in according to their request.
- 3 Customers on the move:** Your customers are informed that they are about to be called via SMS. They can benefit from the sales area in complete freedom thus allowing you to generate additional sales.
- 4 Display of up-coming calls:** Your customers view in real time the remaining waiting time and because they are more likely to make additional purchases at the till, our solutions also include video tools for targeted advertising.
- 5 Prepared reception:** The sales staff do not manage the queues; they simply look after the customer allocated to them automatically by the software. They view all the information (wait time, purpose of visit etc).
- 6 Check-out:** once the sale is completed, check-out is also made easier without the visitor being held up in a queue.
- 7 Monitoring by the manager:** With the statistics and supervision software, the customer flows, conversion rate and staff activity can be easily analysed. In the event of a peak in the number of customers in a section/sector, another salesperson can be automatically called as back-up. Your business and your sales are maximized.

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**ESII** Reception Technology  
Powered by Innovation



With its partners, ESII adheres to a sustainable development policy guaranteeing the implementation of practices which are not harmful to the environment as well as respecting health and safety standards. The actions to achieve this mission can be consulted on our website <http://www.esii.com>

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